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- June 1994 Interviewed for *Holding Our Competitive Edge: Book & Magazine Publishing in New York City* (New York: Office of the Manhattan Borough President, 1994).
- May 23, 1994 Interviewed for *Publishers Weekly*.
- Sept. 2, 1993 Interviewed for *The Christian Science Monitor*: "Grisham, Crichton Books Serve as a Boarding Pass." Article reprinted in *The Daily Gazette* (Schenectady, N.Y.; September 3, 1993) and *The Houston Post* (September 4, 1993).

- January 1993 Book Review of *Advertising Management and the Business Publishing Industry* in the *Journal of Marketing* (January 1993; pages 128-130), by Denise T. Smart (University of Nebraska).
- Summer 1992 Book Review of *Advertising Management and the Business Publishing Industry* in *Journalism Educator* 47(2; pp. 93-94), by Kevin L. Keenan (University of Maryland).
- July 1, 1992 Interviewed for *The Chronicle of Higher Education*: "Glass Ceiling a Factor for Women in Scholarly Publishing."
- May 25, 1992 Interviewed for *Publishers Weekly*: "Industry Sales Statistics: Are They Improving?" by Susan Kranberg.
- June 1991 Cited in "Academic Libraries and University Presses," by John M. Budd in *Publishing Research Quarterly* 7, 2(June 1991): 27-37.
- 1991 Cited in "The JAL Guide to the Professional Literature: Publishing," in the *Journal of Academic Librarianship* 17, 4 (September 1991): 268.
- April 8, 1990 Interviewed for *The New York Times* "Education Life" Supplement.
- Feb. 5, 1990 Interviewed for *Crain's New York Business*.
- 1990 Cited in "Desktop Publishing: The Downside," T.F. Carney in *The Canadian Journal of Communication* 15, 3: 87-104.
- Autumn 1989 Book Review of *Business Journalism* in *Journalism Educator* 44(3; pp. 57-58), by August Gribbin (Marquette University).
- October 25, 1989 Interviewed for *The New York Times* ["Book Notes"].
- August 1989 Interviewed for *Printing News East*.
- April 27, 1989 Interviewed for *The Vancouver Sun* (Vancouver, BC, Canada).
- September 1986 Interviewed for *Printing News East*.
- May 1984 Interviewed for *Printing Impressions Magazine*.
- May and February 1983 Testimony Before The Industrial Loft Advisory Commission of the City of New York.
- May 1983 Testimony Before the Community Board #6 of the City of New York.
- April 1983 Testimony Before The City Planning Commission of the City of New

York.

- | | |
|---------------|---|
| March 1981 | Testimony Before New York State Department of Taxation and Finance
(Albany, N.Y.). |
| February 1981 | Testimony Before the New Jersey State Department of Taxation and Finance (Trenton, N.J.). |
| October 1980 | Testimony Before the New Jersey Department of Environmental Protection (Cherry Hill, N.J.). |

ADOPTION OF RESEARCH: BOOKS, ARTICLES, & CHAPTERS

Since September 1996, various books, articles, or book chapters have been required or recommended reading at a number of colleges and universities, including:

United States:

Columbia University's Business School	Northwestern University's Kellogg Business School
Harvard University	Brown University
University of California, Berkeley	UCLA (Anderson Graduate School of Business)
University of Georgia	Carnegie-Mellon University
University of Texas, Austin	University of Rochester
New York University	Georgetown University
University of Pittsburgh	SUNY Buffalo
Emory University	Syracuse University
University of Virginia	University of Michigan
The College of William and Mary	Fordham College (Rose Hill; Lincoln Center)
North Carolina State University	University of California, Santa Barbara
University of Arizona	University of Indiana
Michigan State University	Iowa State University
University of Maryland	Texas A & M University
Wesleyan University	University of Tennessee
University of New Mexico	Hobart-William Smith College
University of Hawaii	Youngstown State University
SUNY Oswego	Southern Connecticut State University
Hofstra University	Southern Illinois University
University of Georgia	Marist College
Morehead State University	University of North Texas
Fitchburg State College	Fayetteville State University
California State University, Fullerton	Pittsburg State University
Adams University	Murray State University
Indiana Univ.-Purdue Univ.: Fort Wayne	George Washington University
San Francisco State University	Pace University

Canada, Europe and the Pacific Rim:

University of Bonn (Germany)	University of Surrey (U.K.)
University College Northampton (U.K.)	Leiden University (The Netherlands)

University of the Saarland (Germany)
 University of Gloucestershire (U.K.)
 Bond University (Australia)

Middle East Technical Institute (Turkey)
 Monash University (Australia)
 Simon Fraser University (Canada)

CONSULTING

- | | |
|--------------|---|
| 2010 | The Catholic University of America
Dr. James F. Brennan, Provost
The Catholic University of America Press |
| 2010 | Jackson Walker LLP (Houston, TX)
Litigation: The Marketing of Books in the U.S. |
| 2009 | Brown, Goldstein & Levy, LLP (Baltimore, MD) for The National Federation of the Blind and The American Council of the Blind
Litigation: The U.S. College Textbook Business |
| 2008 | The United Nations Educational, Scientific, and Cultural Organization (UNESCO): CERLALC, The Regional Center for the Promotion of Books in Latin America and Caribbean.
“The Book Industry in Latin America: 2008-2020.” |
| 2008 | The National Endowment for the Arts (Washington, D.C.):
“The NEA Forum To Promote Youth Reading.” |
| 2008 | McCarter & English (Hartford, CT).
Litigation: Book Marketing; The Book Publishing Industry. |
| 2007 | The National Endowment for the Arts (Washington, D.C.).
“To Read or Not To Read.” |
| 2001-2004 | Advertising Research Foundation (New York City) |
| 2001 | Accenture, Inc. (Chicago): Media and Entertainment Group Publishing Industry Analyses. |
| 2000 | The Blackstone Group (New York City)
Publishing Industry Mergers and Acquisitions. |
| 2000-2008 | Williams & Connolly LLP (Washington, D.C.)
Litigation: Book marketing; The Book Publishing Industry. |
| 2000-Present | Gerson Lehman Group (New York City) Council of Advisors
The Book Publishing Industry (Hedge Funds; Private Equity Managers; Banks; and Consulting Companies). |
| 2000 | Veronis, Suhler; Publishing & Media Group (New York): |

Economic Forecasting (2000).

- 2000 University of Michigan: The Center for the Improvement of Early Reading (Ann Arbor):
“The Market for Early Childhood Books in the U.S.”
The Carnegie Foundation, the Heinz Foundation, and the Institute for Civil Society funded this research.
- 1999-2008 Book Industry Study Group, Inc. (New York):
- 1998-1999 Andersen Consulting (Media & Entertainment Division) (New York):
Book, Magazine, and Newspaper Publishing Industry Analyses.
- 1995-1996 Saatchi & Saatchi North America, Inc. (New York; City):
Media And Entertainment Group and the Office of Legal Counsel
Book Publishing Industry Research.
- 1993-1994 National Association of Printers and Lithographers (Teaneck, N.J.):
Printing Industry Research.
- 1991-1992 Women in Scholarly Publishing (WISP; Indiana University,
Bloomington, IN.)
Book Publishing Industry Research.
- 1988 *Foreign Affairs* (Published by the Council on Foreign Relations)
(New York)
Printing Industry Research.
- 1985-1986 The Public Development Corporation of the City of New York
Economic Development: Economic Research.
- 1984-1986 The Office of Economic Development of the City of New York
Economic Development: Economic Research.
- 1983-1984 The President of Local One, Amalgamated Lithographers of America
(New York City):
Labor Relations Research.

FORDHAM UNIVERSITY COMMITTEES

- 2011-Present University Library Committee
- 2011 Fordham University Office of Research; Faculty Research Grant Reviewer
- 2010-Present Student On-Line Working Paper Web Site and the Student
Research Journal Committee: Gabelli School of Business, and GBA.

- 2009-Present Fordham University Athletic Advisory Board (three year term; appointed by Father McShane).
- 2009-2010 GBA Faculty Advisor to SAC.
- 2005 GBA-CBA Committee to Review Joint Council Guidelines.
- 2004-2006 Fordham University Trustee Committee on Investments.
- 2004-2006 Fordham University Middle States Committee on Institutional Integrity.
- 2004-2005 University Research Council.
- 2004-2005 CBA Undergraduate Administration/Student Services Committee.
- 2003-2004 CBA-GBA Merit Pay Faculty Committee
- 1998-2002 GBA Curriculum Committee.
- 1998-1999 GBA Quality Part Time MBA Program Committee.
- 1998-1999 GBA Annual Auction (Auction Guide).
- 1998 Communications and Media Management (CM) and Information Communications Systems Vision Task Force.
- 1998 GBA: AACSB-MBA Waiver Review Committee.
- 1997-2002 GBA-CBA representative to the Fordham University Library Committee of the Faculty Senate (1997-2002).
- 1997 CIBER Planning Committee.

NEW YORK UNIVERSITY COMMITTEES

- 1990-1992 Enrollment Management Committee
 University Cross-Registration Committee
 Rhodes, Marshall, and Truman Fellowship Committees
- 1989-1990 Policy Committee on Computer Software Copyright
 The Chancellor's Study Group for Advancing the Cause of Teacher Education
- 1989-1992 "Distinguished Teaching Award" Committee
- 1988-1992 The Humanities Council
- 1987-1992 The Luce Fellowship Committee

University Commencement Committee

1986-1992 The Graduate Commission
 Summer Session Liaison Committee
 Summer Session High School Sub-Committee.

PROFESSIONAL EXPERIENCE

1996-Present **Fordham University's Graduate School of Business Administration And the Gabelli school of Business**
 Professor: Marketing.

1995-1996 **New York University School of Continuing Education's Management Institute**
 Clinical Associate Professor: Management Institute
 Courses:
 Book Publishing
 Advanced Topics in Book and New Media Publishing
 Management and Marketing Trends in the Publishing and Multimedia Industries
 Advanced Seminar: Book Marketing
 Law of Mass Communications

1985-1995 **New York University Gallatin School of Individualized Study**
 Associate Professor (non-tenure track)
 Director of Publishing Studies [M.A. program in mass communications]
 Associate Dean (Academic Affairs)
 Director of Academic Affairs
 Director of the Undergraduate Program
 Courses:
 Management Trends in the Publishing, Multimedia, and Information Industries
 Introduction to Publishing Studies I: Management
 Introduction to Publishing Studies II: Marketing
 Publishing Research Seminar I, II
 Communications Management
 Book Publishing
 Book Publishing Seminar I
 Scholarly Book and Journal Publishing
 Business Magazine Publishing

1982-1985 **New York University School of Education**
 Department of Communication Arts and Sciences
 Clinical Associate Professor
 Director of the Center for Graphic Communications Management and Technology [an undergraduate (B.S.) and graduate (M.A., Ph.D., and Ed.D.) management and technology academic program

and research center]

Courses:

Graphic Arts Management and Marketing

Doctoral Research Seminars

Labor Management Relations in the Graphic Arts Industry

Small Business Management and the Graphic Arts Industry

Advanced Marketing Seminar: Graphic Arts Industry

1980-1982

New York University School of Education

Adjunct Associate Professor

Graphic Communications Management and Technology

Courses:

Graphic Arts Management

1979-1983

Metropolitan Lithographers Association, Inc. (New York City):

Executive Director of multi-employer association (113 firms;

collective bargaining, labor relations, grievances, and arbitrations);

Assistant to Management Trustees of Taft-Hartley Trust Funds

1982-1983

Lithographic Industry Scholarship, Education and Development Fund (New York City):

Executive Director

Represented +300 companies and +8,500 union members on

multi-employer pension plan issues, taxes, zoning, education; and

economic development matters in New York metropolitan area

1968-1979

Dwight-Englewood School (Englewood, N.J.):

Principal of the High School

Director of Development

Director of Testing

Chair, History Department

Assistant Director of Admissions

Principal of the Summer School

Courses:

U.S. History; European History

Advanced Placement U.S. History

Cinema Studies

English

1970-1978

Bergen Community College (Paramus, N.J.):

Adjunct Instructor

Courses:

U.S. History I, II; Western Civilization I, II

AWARDS

2008 Spring	Fordham University Faculty Fellowship
2007	<i>Alpha Sigma Nu National Jesuit Book Awards: Professional Studies</i> [The Association of Jesuit Colleges and Universities]
2007	<i>The Book Publishing Industry</i> (2 nd ed.) selected as a “Baker Library Core Collection” book by Harvard Business School.
2005-Present	<i>Who's Who in Education</i>
2002	Media Management and Economics Division of AEJMC [AEJMC: Association for Education in Journalism and Mass Communications]: “Outstanding Service Award”
2001	Association for Education in Journalism and Mass Communications: Presidential Citation
2000-Present	<i>Who's Who in America</i>
1978-Present	<i>Who's Who in the East</i>
1998	“The William H. & Harry J. Friedman Memorial Award for Distinguished Service to Education in and for the Graphic Arts” [Presented on June 25, 1998 by the High School of Graphic Communication Arts; Board of Education of the City of New York]
1998	The Navigator’s “1998 Service-to-Industry Award” [Presented on June 11, 1998 by New York City’s Printing and Graphic Arts Industry]
1990s	<i>Who's Who in the Media and Communications</i>
1990s	<i>Who's Who in Entertainment</i>
1988-1990s	<i>Who's Who of Emerging Leaders in America</i>
1988-1990s	<i>Who's Who in the World</i>
1988-1990s	<i>Who's Who in Advertising</i>
1985	Certificate of Recognition” from the Education Council of the Graphic Arts Industry [an affiliate of the Graphic Arts Technical Foundation] for: "Outstanding Contributions to Graphic Arts Education for the Last Year"
1968-1969	Teaching Graduate Assistant Duquesne University;

Western Civilization Since 1688

1968 Elected to *Phi Alpha Theta* (National Honorary History Society)

1967-1968 Dean's List (Duquesne University)

ATHLETIC AND COMMUNITY ACTIVITIES

1998 **Bergenfield, N.J. Baseball League** (Babe Ruth): Co-Manager

1990-1996 **New York University Baseball Club**

Head Coach (1992-1996)

Assistant Coach and Faculty Advisor (1990-1992)

1989-1990 **Bergenfield, N.J. Recreation Department**

New Jersey American Amateur Baseball Congress [NJAABC]

1990 Mickey Mantle League (NJAABC): Manager

Manager of New Jersey State Mantle All-Star Team Division 1 (1990)

1989 Bob Feller League (NJAABC): Manager

Director of 1989 N. J. State Bob Feller Baseball Tournament

1983-1992; 1997 **Bergenfield, N.J. P.A.L. Baseball** Head Coach and Coach

1997 3rd Place: Bergen County Tournament

1988 Eastern Division N.J. Koufax State Championship

1988 Manager N.J. State Sandy Koufax All-Star Tournament Team

1986 Bergen County Junior Baseball Championship

P.A.L. Baseball League 1987 Pony League Championships

1985 Bronco League Championship

1986 Director of Kinder-Soccer Program

1983 P.A.L. Soccer League championship

EXHIBIT B

Albert N. Greco

Expert Witness Depositions and Trial Appearances

1. Pottker, et. al. v. Feld, et. al.

Civil Action No. 99CA008068.

The District of Columbia.

The parties settled in 2008.

- George Borden

Williams & Connolly LLP

725 12th Street, NW

Washington, DC 20005

202-434-5563; FAX 202-434-5029

gborden@wc.com

- Adult (Consumer) Trade Books

**2. Health Communications, Inc. v. Chicken Soup for the Soul Publishing, LLC,
et. al.**

Docket No. FST-CV-08-4014539-S.

Superior Court, Judicial District of Stamford/Norwalk, Ct.

Matter will go to trial; TBA.

- William Piotrowski

McCarter & English LLP

City Place 1

185 Asylum Street

Hartford, CT. 06103-3495

860-275-6749; FAX 860-560-5952

wpiotrowski@mccarter.com

- David A. Reif

860-275-6703; FAX 860-560-5945

dreif@mccarter.com

- Thomas J. Rechen

860-275-6706; FAX 860-218-9680

trechen@mccarter.com

- Adult and Juvenile/Young Adult (Consumer) Trade Books

3. National Federation of the Blind, et. al. v. the Arizona Board of Regents, et.

al.

Docket 2:09-CV-01359-GMS.

U.S. District Court, District of Arizona.

The parties settled in 2010.

- Daniel F. Goldstein

Brown, Goldstein & Levy LP

120 E. Baltimore Street, Suite 1700

Baltimore, MD. 21202

410-962-1030; FAX 410-385-0869

dfg@browngold.com

- Higher Education (College) Textbooks and E-Readers

4. Illinois Computer Research LLC v. Harpo Productions, Inc.,

Civil Action No. 08-CV-7322

United States District Court for the Northern District of Illinois, Eastern Division

The parties settled in 2010.

- Charles (Chip) Babcock

Jackson Walker LLP

1401 McKinney, Suite 1900

Houston, TX. 77010

713-752-4200; FAX 713-752-4221

- Adult, Juvenile/Young Adult, and Religious (Consumer) Books; and Technology

EXHIBIT C

LIST OF MATERIALS CONSIDERED

1. 10.14.2011 Fourth Amended Class Action Complaint
2. 12.09.2011 Google Inc.'s Supplemental Narrative Responses to Second Request for Production of Documents
3. 12.12.2011 Memorandum of Law in Support of Plaintiffs' Motion for Class Certification
4. 12.12.2011 Declaration of Joanne Zack in Support of Plaintiffs' Motion for Class Certification
5. 12.15.2011 Transcript of Deposition of Jim Bouton (with exhibits)
6. 01.04.2012 Transcript of Deposition of Betty Miles (with exhibits)
7. 01.06.2012 Transcript of Deposition of Joseph Goulden (with exhibits)
8. 02.08.2012 Declaration of Hal Poret in Support of Google Inc.'s Opposition to Plaintiffs' Motion for Class Certification
9. 02.08.2012 Declaration of E. Gabriel Perle in Support of Google Inc.'s Opposition to Plaintiffs' Motion for Class Certification
10. 02.08.2012 Declaration of Daniel Clancy in Support of Google Inc.'s Opposition to Plaintiffs' Motion for Class Certification
11. 02.08.2012 Defendant Google Inc.'s Opposition to Motion for Class Certification
12. 02.08.2012 Declaration of Joseph C. Gratz in Support of Google Inc.'s Opposition to Plaintiffs' Motion for Class Certification
13. 02.10.2012 Transcript of Deposition of Daniel Clancy (with exhibits)
14. 02.14.2012 Transcript of Deposition of Stephane Jaskiewicz (no exhibits)
15. 03.19.2012 Transcript of Deposition of E. Gabriel Perle (with exhibits)
16. 03.22.2012 Transcript of Deposition of Hal Poret (with exhibits)
17. 04.03.2012 Transcript of Deposition of Eric Zohn (no exhibits)
18. 04.03.2012 Reply Memorandum of Law in Support of Plaintiffs' Motion for Class Certification
19. 04.03.2012 Reply Declaration of Joanne Zack in Support of Plaintiffs' Motion for Class Certification
20. 04.19.2012 Transcript of Deposition of Paul Aiken (no exhibits)